

Abstract of the disclosure

The present invention provides a method and device for operating an online shop with a possibility for a customized price generation. The method according to the present invention
5 comprises receiving a customer-identification (10), receiving a non-binding order (12) generating and sending a price offer for said non-binding order (16). The method further comprises receiving a rejection of said price offer (18) and receiving a bid price for said order (20). The method further comprises determining a lowest acceptable price for present customer-order combination (22), based on available actual-stock data and based on customer-history data and
10 accepting said bid price (24), if said bid price exceeds said determined lowest acceptable price; and sending a confirmation for said order (28).

(Fig. 1)

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